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**OBJECTIVES**

ABDUL FAWAS

linkedin.com/in/abdulfawas

**DIRECT RESPONSE**

**COPYWRITER**

|  |
| --- |
| Highly skilled and creative copywriter with 3 years of experience crafting compelling and effective copy for a variety of mediums including websites, social media, email campaigns, and advertising. I am a highly motivated and detail-oriented professional who is able to work well under tight deadlines and deliver high-quality work. Overall, I am a versatile copywriter who is dedicated to helping my clients achieve their marketing and communication goals. Proven track record of increasing engagement and conversions for clients in a variety of industries. Strong understanding of SEO and ability to integrate keywords into copy. |
|  |

abdulfawas58[@gmail.com](mailto:youremail@gmail.com)

+234 7054634426

Niger state, Nigeria

**PROFESSIONAL EXPERIENCE**

**FREELANCE BLOGGER**

Marketing Services Niche [part-time] January 2022 - Present

* Wrote and edited copy for a variety of mediums, including websites, social media, email campaigns, and print materials.
* Collaborated with cross-functional teams, including designers, web developers, and marketing professionals, to develop and execute successful marketing campaigns.
* Conducted research on target audiences and industry trends to inform copywriting decisions.
* Utilized SEO best practices to optimize website and digital content for search engines.
* Conducted A/B testing on website and email copy to measure performance and make data-driven improvements.

**SKILLS**

**CONTENT WRITER**

M.A Company [Freelance] November 2021 – September 2022

* Utilized exceptional writing, editing, and proofreading skills to produce engaging error free content.
* Wrote and edited high quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.
* Wrote fiction or nonfiction prose such as short stories, novels or biographies as well as advertising material for use in promoting sales of goods and services.
* Presented clients with unique copy options based on overall marketing objectives.
* Proved successful within tight deadlines and faced paced atmosphere

**COPYWRITER**

A&B Technologies [Part-time] September 2020 - July 2021

* Developed and executed successful campaigns for a variety of clients, resulting in a 15% increase in website traffic and a 20% increase in conversions.
* Conducted research, gathered information from multiple sources and presented results.
* Collaborated with design and development teams to ensure that copy was effectively integrated into website and landing pages.
* Improved search result rankings with targeted SEO strategy.
* Worked on a team to develop and execute successful marketing campaigns, resulting in a 30% increase in conversions.

Federal University of Technology

Soon to be a graduate of **B.Tech** in statistics

2020 – 2025[expected graduation date]

Copywriting

SEO

Content writing

Product description

Blog Post writing

Email marketing

Marketing review

Article writing

**EDUCATION**